



Gateway

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President's Message



Dear Friends,

Another year is coming to a close. Japan and India should look forward to greater cooperation between each other in all areas of development in the coming year. In particular, we should foster a climate of 3 Ps. viz - peace, progress and prosperity, specially in the Indo Pacific region.

I hope the economic slowdown in 2019 will be a thing of the past and that 2020 will be better with the Japanese and the Indian enterprises fostering greater economic cooperation with each other.

The year 2019 was quite a challenging one for many Indian industries due to a number of reasons - both national and global. Sustaining efforts to prop up the health of the banking sector is a vital challenge. Bridging the disparity in urban and rural infrastructure requires immediate attention. The impediments that curtailed our growth during the year should carefully be analysed (both government and private sector) and prepare a route map for prosperity in 2020. I am reminded of the Japanese proverb 一年の計は元旦にあり (Ichinen no kei wa gantan ni ari) which means "Preparation and Planning are the Foundations of Success".

*Let me take this opportunity to wish everyone of you and your family members a **Happy and Prosperous 2020.***

with best regards

T.P. Imbichammad

First Japan-India 2+2 Meeting

A Historic Foreign and Defence Ministerial Meeting between Japan and India was held on 30th November 2019 in New Delhi



Mr. MOTEGI Toshimitsu, Minister for Foreign Affairs & Mr. KONO Taro, Minister for Defence, Government of Japan with the Prime Minister of India, Mr. Narendra Modi

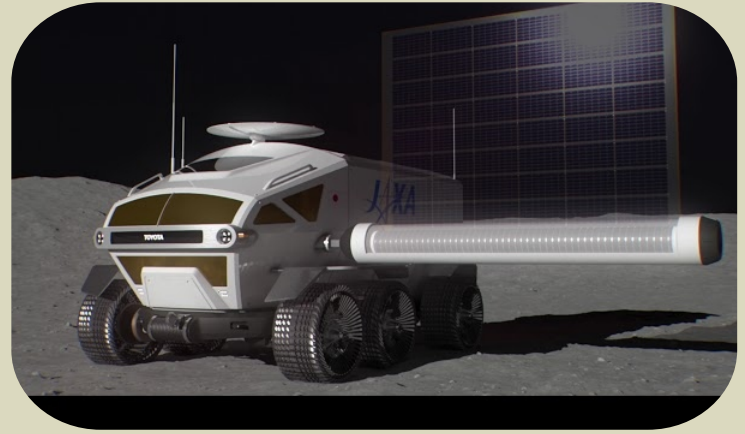


Defence Minister Mr. Rajnath Singh & External Affairs Minister Dr. Subrahmanyam Jaishankar, Government of India with their Japanese counterparts

The meeting was held in pursuance of the decision taken by Prime Ministers Mr. Modi and Mr. Abe during the 13th India-Japan Annual Summit held in Japan in October 2018, with an aim to institute a Foreign and Defence Ministerial Dialogue for further deepening bilateral security and defence cooperation.

Japan designs lunar rover as US plots return to moon

Japan will develop a manned moon rover as the country plays an important role in U.S. President Donald Trump's ambitious mission to return American astronauts to the lunar surface by 2024. The rover forms a major part of Tokyo's participation in the Artemis program. Japan will also provide an unmanned space vehicle, now under development to ferry supplies to the planned Gateway lunar orbital station which will be central to the moon mission. The Japan Aerospace Exploration Agency (JAXA) has determined that data from joint study with the



Indian Space Research Organization can be applied to the rover. JAXA is also conducting moon rover research with Toyota Motor. JAXA and NASA will share information useful for optical cameras, as well as data regarding lunar rocks. Japan's space agency will provide data obtained from its own robotic lunar vehicle - called the Smart Lander for Investigating Moon, (SLIM), set to take off in fiscal 2021.

Osaka scientists develop stem cell spray to treat heart failure

In Osaka Prefecture, researchers have developed a method for treating heart failure that involves spraying cultured stem cells directly on the heart of a patient. "Cells can be transplanted in an extremely simple fashion through this method without damaging the heart," said Yoshiki Sawa, a cardiology professor at Osaka University's Department of Cardiovascular Surgery.

A clinical trial started in November to confirm the safety and effectiveness of the cell spray technique, targeting six individuals with ischemic cardiomyopathy, a condition where heart muscles are damaged owing to blocked blood vessels following myocardial infarction and other problems. The cells to be sprayed are mesenchymal stem cells derived from the fatty tissue of healthy individuals, as such cells produce a substance that promotes the rebuilding of blood vessels. The collected cells were cultured in large numbers, packaged in small bags and frozen for storage. They were defrosted prior to cardiac surgery and mixed with an adhesive - like material in a syringe, so that the finished substance can be sprayed by surgeons on the surface of a patient's heart during an operation. The substance generated by the sprayed cells is expected to help create thin blood vessels. In addition, blood flow in big vessels becomes better due to surgery. This allows for the increased supply of blood to weakened hearts, resulting in improved cardiac performance. Administration of cells via the spray technique can be completed quickly in several tens of seconds. Cells collected from healthy individuals are excellent in quality as well. As the therapy does not require special equipment or facilities, it can easily be introduced at medical centers regardless of the location in the country, the research team claims.

A shrine dedicated to matchmaking

Izumo Taisha Shrine is one of Japan's oldest, as well as a top destination in Shimane Prefecture; the oldest architectural tradition in Japan, completely surrounded by mountains and the atmosphere is sacred and serene. The ritual for praying at Izumo Taisha is slightly different than at other shrines around Japan. Instead of clapping twice as you usually do at a Shinto shrine, at Izumo, you clap four times, twice for yourself and twice for your current or



future partner. Many young Japanese girls come to the shrine to pray for luck, finding a future husband. *Okuninushi* is the Shinto God of marriage and good relationships and the shrine is also a very popular wedding destination. In 2014, a member of the Japanese Royal Family, Princess Noriko, tied the knot here. You may spot a wedding or two during your visit if you're lucky!

Handling your Japanese colleague - don't debate on an issue

“What are the best ways to argue, negotiate or debate with Japanese people?”

“You can't” or, rather, “You really shouldn't.” It's not that it's impossible to convince a Japanese person of an idea or a course of action, but it's not likely to bring any good to you.

For many non-Japanese, solving problems by debating them comes naturally, trained to debate right from school days, also the “persuasive writing” is intended to convince the reader of an argument, and, now-a-days there are more discussion-based studies that enhances our skills. The debate is a normal approach but Japanese students don't receive the same training in persuasive communication and thus, in most cases, they are neither accustomed to verbal jousting nor proficient in it. If you are communicating in English, they will also be at a disadvantage in not using their native language. When you're trying to get someone on your side, as the Japanese person who feels uncomfortable with your persuasive approach is unlikely to be moved - more likely they are just going to feel annoyed or resentful.

Japanese doing business with people from other cultures, generally complain that their foreign counterparts are *jikoshuchōgatsuyoi* (overly assertive) and describe the weariness they feel when dealing with such people. Another difficulty of trying to engage the Japanese in a debate is that in Japanese culture, openly disagreeing with someone or pointing out the flaws in their logic can be tantamount to saying, “I don't like you” or “I don't respect you.” It has the potential to color, or completely destroy relationships. As a result, it's something that people avoid doing.

You also risk being labelled *rikutsuppai* (argumentative), which has a very negative connotation.

Show rather than tell

Persuasion in Japanese companies tends to rely less on verbal parrying and more on written documentation. Some Japanese companies love Power Point presentations filled with complex charts and schematics while some others prefer long Word documents. Make sure yours fits in with the norm. The key is to let the facts speak for themselves. Keep the focus on the data, rather than on how fancy an argument you can make. And, just as Japanese advertisements avoid direct comparison with rival products, instead supplement your facts with ads. etc.

If you do need to discuss

Of course, not everything can be settled in writing. Also, if you don't discuss things, it's possible that your carefully prepared document will not get the attention it deserves. In terms of conversational strategies, emphasizing agreement means saying more than just “I see your point.” It requires actively demonstrating that you understand the other person's perspective, including repeating what aspects you agree with and why.

It's also important to understand why the other person is taking the position that they are. What are they trying to achieve and what do they think is important? What concerns do they have with the approach you are recommending? Ask questions to try to understand their stance. This demonstrates that you respect them and their concerns, and the more you see where they are coming from the better you will be able to suggest win-win solutions that both parties will be comfortable with. It is also important to be open to compromise. If you can give an inch somewhere rather than taking a hard line, the person you are working with may return the favor and concede on something that you care about.

Young, dynamic and highly motivated professional group of diverse interest from Southern Tamilnadu is keen to work with the Japanese SMEs in the following areas :

Automobile and Mechanical - Interested in manufacturing automobile spares, (including electric vehicles) and engineering products. Would like to contribute to the automobile industry innovatively and look for a Japanese developer. **Electronics & Communication** - Interested in manufacturing and also act as distributing agents for electronic goods, audio, video and home appliance products. **HVAC** - Interested in HVAC allied products. **IT** - Offering enterprise business application using artificial intelligence, RPA & IoT technologies. **Power Electronics** - Interested in trading electrical (Substation equipment and power related products). Keen to work in solar energy products, UPS etc.

Interested Japanese SMEs may please contact : JIMS ELECTRONICS,

45/1, Lankerkana Street, Tiruchendur Road, Tirunelveli, Tamil Nadu - 627 002.

Tel. : +91 462 2581818, 2582828 / Mobile : +91 98433 72004 / E-mail : jimson@jims-electronics.com

**Ms. Miho Otani, MSDF captain -
First woman in Japan to command
an Aegis destroyer**

“It is a great honor to become the first female captain (of an Aegis destroyer). I would like to think about how we can make this trend a norm as I believe an increasing number of women will enroll in the Marine Self Defence Force from now on”, says the 48-years old revolutionary Captain.



It's year end in Japan

Followers beat tatami mats with bamboo sticks called “susutake” and cleanup Kyoto temples



Shibuya Illumination



Shidome Illumination



2.5 km. route 2500 Santa Clause run in Tokyo to raise money in aid of sick children in Japan and underprivileged children in Kenya



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Indo-Japan Chamber of Commerce & Industry, No. 21, Kavignar Barathidasan Road, Teynampet, Chennai 600 018, Tamilnadu, India.

Tel: 044-4855 6140 Email : indo-japan@ijcci.com Web :www. ijcci.com Editor : Suguna Ramamoorthy, Designing & Printing : J.G.S. Johnson - 93845 93262